

Atty. Docket No. IBM1-05-053A  
Serial No: 09/757,901

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Amendments to the Claims

Claims 1-30 have been previously cancelled. Please add new claims 46-49, and amend the remaining claims as follows:

1-30. (Cancelled)

31. (Currently amended) A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the method of personalized profile based advertising on one of the hub processing units comprising:

receiving location data and user profile data from at least one mobile information processing unit;

determining a presence of whether at least one item is present inside a sales location, the at least one item being identified within the user profile data;

generating a personalized advertisement comprising a map based upon the location data as well as the user profile data associated with the mobile information processing unit, wherein the which includes one of a map providing comprises directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location[[;]], and the [[a]] map providing directional information of comprises an inner aisle layout of the sales location in response to the at least one item being not present within the sales location;

wherein the map is based upon the location data as well as the user profile data associated with the mobile information processing unit; and

forwarding the personalized advertisement to the mobile information processing unit for display.

32. (Currently amended) The method as defined in claim 31, wherein at least one of the mobile information processing units comprises at least one of cellular a mobile phone[[s]];

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~~personal-data-assistants, car computer systems, wireless systems and personal communication devices.~~

33. (Previously presented) The method as defined in claim 31, wherein generating a personal advertisement further comprises:

adding at least part of the user profile data to the advertisement for display on the mobile information processing unit;

34. (Previously presented) The method as defined in claim 33, wherein the adding of at least part of the user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to a user.

35. (Currently amended) A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the method of personalized profile based advertising on a first hub processing unit comprising:

requesting location data and user profile data from at least one mobile information processing unit;

determining if the location data indicate if the mobile information processing unit is within a sales location and in response to the mobile information processing system being within the sales location;

determining whether a presence of at least one item is present inside the sales location, the at least one item being identified within the user profile data;

generating a personalized advertisement comprising a map, wherein which includes one of: a the map providing comprises directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location[[;]], and [[a]] the map providing directional

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~~information of comprises~~ an inner aisle layout of the sales location in response to the at least one item being not present within the sales location.

36. (Previously presented) The method as defined in claim 35, wherin in response to the mobile information processing system being outside the sales location, forwarding to the mobile information processing system for display thereon, a directional map to the sales location which includes a personalized advertisement based upon the location data as well as the user profile data associated with the mobile information processing unit.

37. (Currently amended) The method as defined in claim 35, wherein ~~at least one of the mobile information processing units comprises information processing units selected from the group of information processing units consisting of cellular a mobile phone([s]), personal data assistants, car computer systems and personal communication devices.~~

38. (Currently amended) A computer program product for providing personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the computer program product comprising:

a computer readable storage medium readable by a processing circuit and storing computer instructions for execution by the processing circuit for performing a method comprising:

receiving location data and user profile data from at least one mobile information processing unit;

determining ~~whether a presence of~~ at least one item is present inside a sales location, the at least one item being identified within the user profile data;

generating a personalized advertisement comprising a map based upon the location data as well as the user profile data associated with the mobile information processing unit wherein the ~~which includes one of a map providing comprises~~ directional information to an inner position within the sales location of the at least one

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item in response to the at least one item being present inside the sales location[[;]], and  
[[a]]the map providing directional information of comprises an inner aisle layout of the  
sales location in response to the at least one item being not present within the sales  
location;

~~wherein the map is based upon the location data as well as the user profile  
data associated with the mobile information processing unit; and  
forwarding the personalized advertisement to the mobile information processing  
unit for display.~~

39. (Currently amended) The computer program product of claim 38, wherein at least one of the mobile information processing units ~~comprises at least one of cellular~~ a mobile phone[[s]]; personal data assistants, car computer systems, wireless systems and personal communication devices.

40. (Currently amended) The computer program product of claim 38, wherein the generating the personalized advertisement further comprises:

adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

41. (Currently amended) The computer program product of claim 40, wherein the adding of at least part of the user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to the user.

42. (Currently amended) A hub processing system for providing personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the hub processing system comprising:

means for receiving location data and user profile data from at least one mobile information processing unit;

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means for determining whether a presence of at least one item is present inside a sales location, the at least one item being identified within the user profile data; and

means for generating a personalized advertisement comprising a map based upon the location data as well as the user profile data associated with the mobile information processing unit, wherein the ~~which includes one-of-a-map~~ providing comprises directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location[[;]], and [[a]] the map providing directional information of comprises an inner aisle layout of the sales location in response to the at least one item being not present within the sales location;

~~wherein the map is based upon the location data as well as the user profile data associated with the mobile information processing unit;~~ and

means for forwarding the personalized advertisement to the mobile information processing unit for display.

43. (Currently amended) The hub processing system of claim 42, wherein at least one of the mobile information processing units comprises at least one of cellular a mobile phone[[s]]; personal-data-assistants, car-computer-systems, wireless-systems, and personal-communication devices.

44. (Previously presented) The hub processing system of claim 42, wherein the means for generating the personalized advertisement further comprises:

means for adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

45. (Previously presented) The hub processing system of claim 44, wherein the means for adding at least part of user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to the user.

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46. (New) The method as defined in claim 31, wherein at least one of the mobile information processing units comprises a personal data assistant.

47. (New) The method as defined in claim 31, wherein at least one of the mobile information processing units comprises a car computer system.

48. (New) The method as defined in claim 35, wherein at least one of the mobile information processing units comprises a personal digital assistant.

49. (New) The method as defined in claim 38, wherein at least one of the mobile information processing units comprises a personal digital assistant.

50. (New) The method as defined in claim 42, wherein at least one of the mobile information processing units comprises a personal digital assistant.